

# CONTRACT



**WAVE-TV**  
**725 South Floyd Street**  
**Please use this for correspondence only**  
**Louisville, KY 40203**  
**(502) 585-2201**

wave3.com

And:

**Strategic Media Placement.**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

<u>Contract / Revision</u> 806036 /		<u>Alt Order #</u> 06266219
<u>Product</u> MIKE PENCE FOR GOVER		
<u>Contract Dates</u> 10/15/12 - 11/06/12	<u>Estimate #</u> 2433	
<u>Advertiser</u> Pence, Mike for Governor		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WAVE	<u>Account Executive</u> meghan mcgarr	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WAVE	10/29/12	11/02/12	WAVE Sunrise I (5-5:30am)	5-5:30am		:30			NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				3	\$90.00			
2	WAVE	11/05/12	11/06/12	WAVE Sunrise I (5-5:30am)	5-5:30am		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$90.00			
3	WAVE	10/15/12	11/02/12	WAVE Sunrsie III 6-7am	6-7am		:30			NM	17	\$5,525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				4	\$325.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$325.00			
Week:		10/29/12	11/04/12	MTWTF--				9	\$325.00			
4	WAVE	11/05/12	11/06/12	WAVE Sunrsie III 6-7am	6-7am		:30			NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				4	\$325.00			
5	WAVE	10/15/12	11/02/12	NBC Today Show	7-9am		:30			NM	17	\$6,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				4	\$375.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$375.00			
Week:		10/29/12	11/04/12	MTWTF--				9	\$375.00			
6	WAVE	11/05/12	11/06/12	NBC Today Show	7-9am		:30			NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				4	\$375.00			
7	WAVE	10/15/12	11/02/12	NBC Today Show II 9-10AM	9-10am		:30			NM	12	\$2,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				2	\$210.00			
Week:		10/22/12	10/28/12	MTWTF--				2	\$210.00			
Week:		10/29/12	11/04/12	MTWTF--				8	\$210.00			
8	WAVE	11/05/12	11/06/12	NBC Today Show II 9-10AM	9-10am		:30			NM	2	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$210.00			
9	WAVE	10/15/12	11/02/12	3-4pm (Mon-Fri)	3-4pm		:30			NM	9	\$1,665.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				2	\$185.00			

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<b>Contract / Revision</b> 806036 /		<b>Alt Order #</b> 06266219
<b>Contract Dates</b> 10/15/12 - 11/06/12		<b>Product</b> MIKE PENCE FOR GOV
<b>Advertiser</b> Pence, Mike for Governor		<b>Estimate #</b> 2433
<b>Original Date / Revision</b> 11/02/12 / 11/02/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				2	\$185.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$185.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>	
		7	WAVE	10/29/12-11/04/12	3-4pm (Mon-Fri)	3-4pm		MTuWThF----	:30	<del>\$185.00</del>	NM	
		See MG 9.10										
		10	WAVE	11/02/12-11/02/12	3-4pm (Mon-Fri)	3-4pm		-----F----	:30	\$185.00	NM	
		Ⓜ MG for 9.7 10/31										
10	WAVE	11/05/12	11/05/12	3-4pm (Mon-Fri)	3-4pm				:30		NM	1 \$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$185.00			
11	WAVE	10/15/12	11/02/12	WAVE 3 News 5-530pm	5-530pm				:30		NM	13 \$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				4	\$400.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$400.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$400.00			
12	WAVE	11/05/12	11/05/12	WAVE 3 News 5-530pm	5-530pm				:30		NM	1 \$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$400.00			
13	WAVE	10/15/12	11/02/12	WAVE 3 News 530-6pm	530-6pm				:30		NM	13 \$5,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				4	\$450.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$450.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$450.00			
14	WAVE	11/05/12	11/05/12	WAVE 3 News 530-6pm	530-6pm				:30		NM	1 \$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$450.00			
15	WAVE	10/15/12	11/02/12	WAVE 3 News 6-630pm	6-6:30pm				:30		NM	12 \$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				4	\$600.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$600.00			
Week:		10/29/12	11/04/12	MTWTF--				4	\$600.00			
16	WAVE	11/05/12	11/05/12	WAVE 3 News 6-630pm	6-6:30pm				:30		NM	1 \$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$600.00			
17	WAVE	10/15/12	11/02/12	NBC Nightly News	avail SU only				:30		NM	8 \$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				2	\$1,000.00			
Week:		10/22/12	10/28/12	MTWTF--				2	\$1,000.00			
Week:		10/29/12	11/04/12	MTWTF--				4	\$1,000.00			
18	WAVE	11/05/12	11/05/12	NBC Nightly News	avail SU only				:30		NM	1 \$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,000.00			
19	WAVE	11/04/12	11/04/12	Late News Following NFL	Late News Followir				:30		NM	1 \$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$360.00			
20	WAVE	10/21/12	11/04/12	WAVE 3 News 6pm-Sun	6-630pm				:30		NM	3 \$1,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$380.00			
Week:		10/22/12	10/28/12	-----1				1	\$380.00			
Week:		10/29/12	11/04/12	-----1				1	\$380.00			

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<u>Contract Dates</u> 10/15/12 - 11/06/12	<u>Product</u> MIKE PENCE FOR GOV	<u>Estimate #</u> 2433
<u>Advertiser</u> Pence, Mike for Governor		<u>Original Date / Revision</u> 11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
21	WAVE	10/15/12	11/02/12	WAVE 3 @ 7 PM	M-F 6:58-7:27 PM		:30			NM	9	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	MTWTF--				2	\$600.00			
	Week:	10/22/12	10/28/12	MTWTF--				2	\$600.00			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$600.00			
22	WAVE	11/05/12	11/05/12	WAVE 3 @ 7 PM	M-F 6:58-7:27 PM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	1-----				1	\$600.00			
23	WAVE	10/15/12	11/02/12	Late News M-Sat	11-1136pm		:30			NM	12	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	MTWTF--				3	\$400.00			
	Week:	10/22/12	10/28/12	MTWTF--				4	\$400.00			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$400.00			
24	WAVE	11/05/12	11/05/12	Late News M-Sat	11-1136pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	1-----				1	\$400.00			
25	WAVE	10/15/12	11/02/12	Tonight Show	1135pm-1237xm		:30			NM	12	\$2,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	MTWTF--				3	\$170.00			
	Week:	10/22/12	10/28/12	MTWTF--				4	\$170.00			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$170.00			
26	WAVE	11/05/12	11/05/12	Tonight Show	1135pm-1237xm		:30			NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	1-----				1	\$170.00			
E 27	WAVE	11/04/12	11/04/12	NBC Nightly News	NBC Nightly News		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----1				1	\$1,000.00			
28	WAVE	10/16/12	10/23/12	Parenthood Tue 10-11p	Parenthood Tue 10-11p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-1-----				1	\$700.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WAVE	10/15/12-10/21/12	Parenthood Tue 10-11p	Parenthood Tue 10-11p	-1-----	:30		<del>\$700.00</del>	NM		
	Credited											
	Week:	10/22/12	10/28/12	-1-----				1	\$700.00			
29	WAVE	10/31/12	10/31/12	Wednesday Hour 2	L&O SVU Wed 9-1		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--1----				1	\$900.00			
30	WAVE	10/17/12	10/31/12	Wednesday Hour 3	Chicago Fire Wed		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	--1----				1	\$700.00			
	Week:	10/22/12	10/28/12	--1----				1	\$700.00			
	Week:	10/29/12	11/04/12	--1----				1	\$700.00			
31	WAVE	10/21/12	11/04/12	NFL Football	NFL Football		:30			NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----1				1	\$2,200.00			
	Week:	10/22/12	10/28/12	-----1				1	\$2,200.00			
	Week:	10/29/12	11/04/12	-----1				1	\$2,200.00			
32	WAVE	10/20/12	11/03/12	NBC Saturday Today Show	7-9am		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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806036 /	06266219

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/15/12 - 11/06/12	MIKE PENCE FOR GOV	2433

<u>Advertiser</u>	<u>Original Date / Revision</u>
Pence, Mike for Governor	11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals																										
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																
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33	WAVE	10/21/12	11/04/12	NBC Meet The Press	VARIOUS		:30		NM																												
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	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																
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Week:	10/22/12	10/28/12	-----1	1	\$500.00																																
Week:	10/29/12	11/04/12	-----1	1	\$500.00																																
34	WAVE	10/15/12	10/15/12	Monday Hour 3	Revolution Mon 10-		:30		NM																												
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td></tr><tr><td>Week:</td><td>10/15/12</td><td>10/21/12</td><td>M-----</td><td>1</td><td>\$600.00</td></tr></table>													<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	Week:	10/15/12	10/21/12	M-----	1	\$600.00	1	\$600.00												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																
Week:	10/15/12	10/21/12	M-----	1	\$600.00																																
35	WAVE	10/21/12	10/21/12	Extra Weekend Sunday	Extra Wknd Sun 12		:30		NM																												
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td></tr><tr><td>Week:</td><td>10/15/12</td><td>10/21/12</td><td>-----S</td><td>1</td><td>\$100.00</td></tr></table>													<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	Week:	10/15/12	10/21/12	-----S	1	\$100.00	1	\$100.00												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																
Week:	10/15/12	10/21/12	-----S	1	\$100.00																																
36	WAVE	10/30/12	10/30/12	Go On/ New Normal	Go On/ New Normal		:30		NM																												
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td></tr><tr><td>Week:</td><td>10/29/12</td><td>11/04/12</td><td>-1-----</td><td>1</td><td>\$700.00</td></tr></table>													<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	Week:	10/29/12	11/04/12	-1-----	1	\$700.00	1	\$700.00												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																
Week:	10/29/12	11/04/12	-1-----	1	\$700.00																																
N 37	WAVE	11/03/12	11/03/12	Saturday Prime Other	Sat 9-11p Movie R		:30		NM																												
<table><tr><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td></tr><tr><td>Week:</td><td>10/29/12</td><td>11/04/12</td><td>-----S-</td><td>1</td><td>\$400.00</td></tr></table>													<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	Week:	10/29/12	11/04/12	-----S-	1	\$400.00	1	\$400.00												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																
Week:	10/29/12	11/04/12	-----S-	1	\$400.00																																
<table><tr><td colspan="11">Totals</td><td>179</td><td>\$78,810.00</td></tr></table>											Totals											179	\$78,810.00														
Totals											179	\$78,810.00																									

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	83	\$38,630.00	\$32,835.50
10/29/12 - 11/06/12	96	\$40,180.00	\$34,153.00
<b>Totals</b>	<b>179</b>	<b>\$78,810.00</b>	<b>\$66,988.50</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date</b>
------------------------------	-------------

I, KEGAN BERAN / WHITNEY EVERSOLE,

being/on behalf of: MIKE PENCE, a legally

qualified candidate of the REPUBLICAN political

party for the office of: GOVERNOR OF INDIANA

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
10/15-11/6					

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above-described broadcast time has been furnished by:

Mike Pence for Indiana, PO Box 1038, Anderson, IN 46015 | (765) 643-9503

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Fred S Klipsch

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

5/11/12

Date

  
Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title